

WCITechnology Insider

Insider Tech Tips - Written For Humans, Not Geeks

Entrepreneurship Secrets: Beginner's Guide to Running a Successful Business

by Abdul Vasi

When you're first starting out on your entrepreneurial journey, you're probably looking for help and advice at every opportunity. Throughout the first few years, you'll come across challenging and unexpected situations. It would help to have a guidebook during these instances, and that's exactly where Abdul Vasi's *Entrepreneurship Secrets* comes into play. From employee management to setting the proper organizational goals, Vasi takes you through some of the most common problems that plague new business owners and entrepreneurs while giving you guidelines for how to handle each situation. With this book, you'll be ready to tackle any decision that arises during your first few years with your new business.

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Bill Wright
Founder &
CEO

Our Mission:

Technology systems that anchor your business and protect what you have built, from a company inspired to make the world better.



How to Prepare for Gen Z In the Workforce

Be Proactive and Update Your Cyber Security Practices

Technology has evolved leaps and bounds over the last 20 years. In fact, in the next few years, the first generation to grow up with smartphones and social media will join the workforce. It might seem like Generation Z will be the most cyber-secure generation, considering they've always had the Internet and other advanced technologies at the tips of their fingers, but reports are starting to show that this is not the case. Many business owners fear that Generation Z's desire to share content online will lead them to accidentally reveal sensitive information that can cause financial, legal and branding damage to their business.

Online scammers have surely taken note of the power that social media

influencers have over their fans and followers. Steve Durbin, CEO of the Information Security Forum, believes that organized criminal groups will begin posing as influencers in an effort to manipulate tech-dependent individuals into giving up sensitive information related to their employer. He's not the only business leader who's concerned, either.

According to a study from the UK's advisory, conciliation and arbitration service, 70% of surveyed managers were concerned about Gen Z entering the workforce. Instant gratification, resistance to authority and poor face-to-face communication were listed as the

Continued on Page 2 ...

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main concerns. Additionally, Entrepreneur magazine has stated that many Gen Z'ers struggle to differentiate between friends they've made online, and those in the real world. The National Cybersecurity Alliance's Annual Cybersecurity Attitudes and Behaviors Reports stated that Millennials and Gen Z'ers are more likely to experience a cyberthreat, and have had their identities stolen more often than Baby Boomers, because they have a greater online presence where they can be more easily targeted.

If you're a business leader who's worried about cybersecurity and bringing the digital generation into your workplace, don't fret quite yet. There are plenty of things you can do to prepare your business and ensure it stays cyber-secure. You must be proactive if you want your company to keep up-to-date with the best cybersecurity practices.

One of the first things you'll want to do is implement or update a cybersecurity training program. You need to have every member of your team buy into a cyber-secure culture, and the best way to get them on the same page is with a training program. That way, there will be no questions, and cybersecurity practices won't change from employee to employee. When new employees start, you will already have a cyber-secure culture established, so it will be much easier to train them on your processes.

Additionally, you want to ensure that all of your software is receiving its necessary updates. Failing to update software can leave your company vulnerable to cyberattacks since those updates usually fill any gaps that hackers can exploit. When a new software update is released, try not to wait. If your employees use smartphones for work, make sure they have the proper security software installed - and that it stays updated.

Another great option to take care of all of your cybersecurity and IT needs is to hire a managed services & security provider. With an MSSP, your business will have its data backed-up, the reliability and quality of your computer systems will be improved, and you'll save time that you can reallocate elsewhere in the business. There's no better or more affordable way to improve your company's cybersecurity than by hiring an MSSP to take care of all of your technological needs.

While the new generation will certainly come with their own set of challenges and obstacles, you don't have to worry about their cybersecurity practices if you're proactive. Use password managers, hire an MSSP, and start a training program as soon as possible to jump-start the creation of your cyber-secure culture. We've introduced new generations to the workforce many times before, and Gen Z shouldn't be any more challenging than any of the others. There will just be slightly different challenges.



The 2022 Central Ohio IT Buyer's Guide

If you're actively looking for new IT support options, or know that you will be soon, head over to our website and check out this year's edition of the IT Buyer's Guide. As a trusted MSSP and IT expert in Central Ohio, you can rest assured that this eBook is packed full of all the information that you need to make the right decision for your company's IT needs.

Check it out today at

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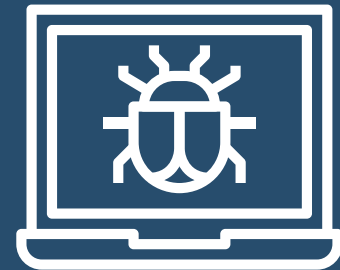
New to Windows 11

Add folders to your start menu

If you've made the switch to Windows 11, you'll soon have a new power: the ability to organize your Start menu apps into folders.

It'll work by simply dragging and dropping icons on top of each other to create folders. You'll get this new power in an update in the next few months.

Malware is becoming increasingly difficult to spot



According to new research, four in five malware attacks delivered by encrypted connections evade detection. And since two thirds of malware is now arriving this way, it has the potential to be a big problem for your business.

This type of threat has already hit record levels and continues to grow. So, if you don't yet have a response and recovery plan in place, now's the time to create one.

It sits alongside your cybersecurity software protection and regular staff training. The plan details what you do in the event of a cyber-attack.

Having the right plan in place means all your people will know how to sound the alarm if something is wrong. It ensures downtime and damage are kept to an absolute minimum.

The faster you respond to an attack, the less data you should lose and the less it should cost you to put things right.

Of course, you should also follow the usual security guidelines of making sure that updates and patches are installed immediately, and you are regularly checking your backup is working and verified.

Businesses that don't place a high importance on their own cybersecurity planning are the ones hit hardest by such an attack.

Shiny New Gadget of the Month

NeckRelax

Do you spend a lot of time hunched over your computer at work? Many people work on their computers for multiple hours a day and start to develop pain and stiffness in their necks because of it. While you can get a prescription to manage the pain or try to get a massage, these options aren't appealing to everyone. NeckRelax is the newest neck pain relief tool on the market and is working wonders for people who are using it. NeckRelax offers six distinct massage modes and infrared heat and also comes with a set of electrode pads to target specific muscles. NeckRelax sells for \$119, but often goes on sale on their website, NeckRelax.io. Get out of pain and take back your life with NeckRelax!

2 Goal Setting Strategies for Continued Success

If you're a new business owner, or simply feel like your business is starting to get stagnant, setting the right goals is the best thing you can do to propel your business toward success. If you've failed to meet goals to set, there are a couple of strategies you can try.

When you're faced with a problem, you should identify your goal, come up with a strategy to overcome any obstacles and fully execute your plan. Your other option starts by identifying the things that aren't working and cleaning them out. You'll then need to design what you want your business to look like in the future so you can build it into a reality. Trying a new goal-setting strategy may be all you need to reach new levels of success in your business.

Confidence

Confidence is an incredibly important trait in the world of business. You may think that all of the great CEOs and entrepreneurs of the last few decades never lose their confidence, but you'd be surprised. New CEOs usually have impostor syndrome and struggle with the idea that they're good enough for their role. Self-made billionaires often worry that their fortune will take an embarrassing hit. Even private equity investors look at the looming recession and grow concerned.

We often find that leaders are less confident when they obsess about things that are out of their control, rather than taking action in areas where they have some control. *The Wall Street Journal* recently reported that externally, most CEOs are most worried about a recession, global trade and politics.

Internally, they're much more concerned about retaining top talent, dealing with disruptive technologies and developing the next generation of leaders. While it's good to be aware of the external issues, it's much more important to master the internal problems within your control.

In order to fully boost your own confidence, you must have a high level of confidence, you must have a high level of confidence in your team. If you are already confident in your team, keep

doing what you're doing to hire and develop top talent. If you aren't confident in them, then you should work on hiring the right people. If you've found yourself in this position and you're simply not confident enough in your team, there are a few things you can do to boost your confidence.

Your first option is to invest your own time into hiring, training and developing your team yourself. You'll need to set ample time aside so you can truly master the necessary skills to see the best results. Additionally, you can hire a company to do it for you. There are options for an immediate fix that will help adjust your confidence while also building your team's skills.

Confidence is no necessarily an inherent trait we get from our genes. We can build and grow our confidence skills by taking care of the things we can control. There will always be outside pressures that are out of our control, and there's simply nothing we can do about it. Instead, focus on hiring and maintaining top talent, developing your company's digital capabilities and training the next generation of leaders. You'll see positive results before you know it.



Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple *New York Times* best sellers. He stays active in his community and has advised many government officials.

Your remote workers aren't using computers that look like this, are they???

When did you last check everything was OK with the devices your team is using when they work remotely?

That might sound like a strange question. But we recently discovered that 67% of remote workers are using faulty devices to work from. And the reason?

They've likely damaged the device themselves and are too scared to tell you!

Laptops, keyboards, and monitors are most likely to be damaged (in that order). And it's usually because of food or drink spills... though some people blame their partners, children, and even their pets!

We've all watched in horror as a cat rubs itself against a full glass of water next to a laptop...

Using a device that doesn't work properly is a problem, of course.

First, it's going to damage your team's productivity. Tasks might take longer or be more difficult to complete. If they try to fix the problem themselves, they risk causing further damage.

No... a fork isn't a clever way to get bits of cake out of your keyboard...

But the other issue is that of security. In some cases, your people will stop using their damaged company-issued device, and use a personal device instead.

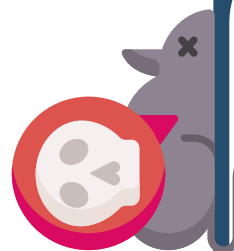
Which puts your data at risk. Because their personal devices won't have the same level of protection as your business devices.

It also means that if they're connecting to your network, it might not be a safe connection, potentially leaving the door open for cyber criminals.

And because your IT partner isn't monitoring personal devices, it's possible they won't spot an intrusion until it's too late.

Our advice? Make it a regular routine to check that everyone's happy with their devices. And have a policy that they won't get in trouble for accidental damage, so long as it's reported immediately.

If you need help replacing any damaged devices, just give us a call!



Did You Know?



You might have a RAT?

Malware gets some funny names and acronyms. One you might have heard of is the RAT - which stands for Remote Access Trojan.

It's good when your IT partner remote accesses your computer. You can watch what they're doing. But with a RAT, cyber criminals have secret remote access, and you have no idea.

They can watch what you're doing, copy your passwords and launch a ransomware attack.

The simplest way to avoid a RAT is to never download files from sources you don't trust, or open email attachments from strangers. Make sure your business has appropriate cybersecurity software and regular training for your team.

Technology Update

Windows 11's first major annual update is expected next month. We've heard talk of faster, smoother, more modern looking Windows, app folders in the start menu, and a new Task Manager app.

It's also been suggested that Windows 11 will work better on tablets after the update, too.

Have you made the switch from Windows 10 yet? What do you think about it?

Let us know on our social media!

Who will win this month's quiz crown?

You do have a crown for the quiz winner, right?!

1. Worldwide, which language is most used on the Internet?
2. How many Facebook members are there?
3. What was the name of the first laptop?
4. What was Android originally developed for?
5. What did Steve Wozniak and Steve Jobs sell to fund Apple's first computer?

The answers are on page 8.

Question

How can I make my display more organized?

ANSWER

Consider adding a second monitor. Not only will this allow you to better organize your apps and windows, but it will also give you more workspace.

Question

Can my phone be hacked?

ANSWER

Yes! As well as the risk of phishing and smishing (that's phishing via text message), you also put your data at risk by connecting to public Wi-Fi. Fake apps can also be an issue.

Question

How do I know if my Teams app is up-to-date?

ANSWER

Just click on the three dots next to your profile picture and select 'Check for Updates' from the menu. If you're using Windows 11, you'll need to check under settings -> about Teams.

Tech Fact #1

You know when you think your phone has vibrated in your pocket, but when you pull it out... nothing? This has a name: "Phantom Vibration Syndrome"

Tech Fact#3

It took radio 38 years to reach an audience of 50 million. The iPod did the same in just three years.

Tech Fact #2

On average, people read 10% slower on a screen than from paper.

Bill's Favorite Business Gadget of the Month

Laptops are great for remote work. But sometimes you can't beat a desktop. That's where a good docking station comes in handy.



The StarTech Thunderbolt 3 Dual-4K Docking Station allows you to connect your laptop to two external monitors, printer, keyboard, and backup drives, giving you the full desktop experience.

It's expensive at \$315.99, but a good investment for remote workers.



Inspirational Quote of the Month:

"Just because something doesn't do what you planned it to do doesn't mean it's useless."

- Thomas Edison, Inventor

QUIZ Answers

1. ENGLISH, USED BY 25% OF PEOPLE ONLINE.
CHINESE IS SECOND AND SPANISH THIRD
2. 2.9 BILLION
3. THE OSBORNE 1, RELEASED IN 1981. IT WAS
HEAVY, TOO, WEIGHING IN AT 24 AND A HALF
POUNDS
4. TO BE AN OPERATING SYSTEM FOR DIGITAL
CAMERAS
5. A SCIENTIFIC CALCULATOR AND A
VOLKSWAGEN VAN



81 Mill Street, Suite 300
Gahanna, OH 43230



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Developing Technology Professionals into Leaders

The pandemic brought forward plenty of change in the world of technology and business. Even as the pandemic slows down, the use of technology will not. This has brought new importance to the role of chief technology officer. In fact, data suggests that 30% of current CTOs expect their next role to be as a CEO. Twenty years ago, we saw the rise of brilliant engineers who took on roles in the business field but lacked necessary leadership skills. They're attempting to avoid this with the brilliant minds in the technology industry. Many industries have partnered CTOs with CIOs in an effort to improve the CTO's relationship skills. As things become even more digital, technology will be at the root of most businesses. Developing your brightest technological minds will surely bring positive results to your business in the future.

4 Reasons Your Marketing Campaign Needs a Landing Page

Landing pages are a fantastic way to grasp the attention of multiple potential clients. With just one click of a link, they'll be met with an offer, fantastic information of a call to action that will help bring new customers to your business. If you've been contemplating adding a landing page to your marketing campaign, check out these four great reasons to try it out.

- Landing pages operate as a tool to increase conversion rates for your business. Most businesses that utilize landing pages see higher conversions than those that don't.
- Landing pages allow you to showcase your offers. Your offers need somewhere to reside, and there's no better place than a landing page. You're able to highlight the greatest benefits of your offer this way.
- Your cost per acquisition will be lower with a landing page since they no longer cost an arm and a leg to set up. You can reallocate your resources to other avenues to truly boost your marketing campaign.
- You can test out new ideas on a landing page and judge how popular they will be with your entire customer base.